NOVA SCOTIA
Partnership Opportunities 2001
NOVA SCOTIA
Tourism Partnership

2001 Partnership Opportunities Book

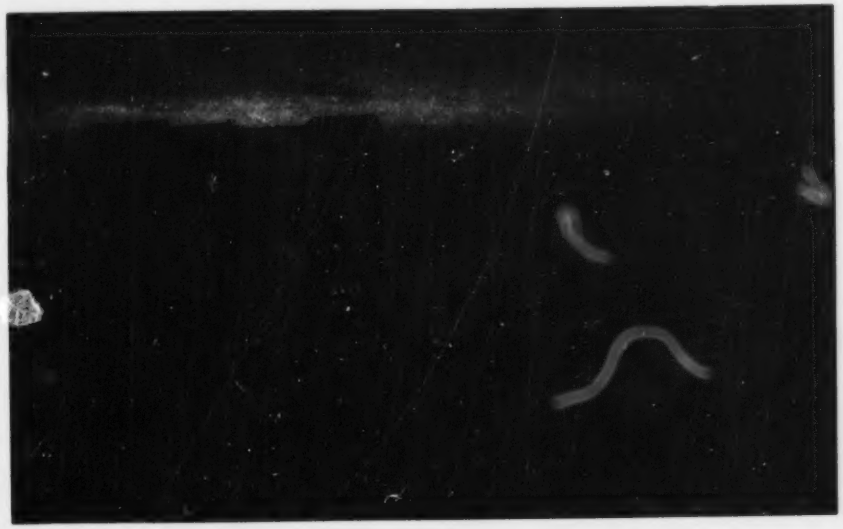
101-01277/

Message from the Minister

I'm delighted with this opportunity to share details on the province's 2001 Tourism Marketing Plan. First let me extend thanks to the Tourism Partnership Council. With the Council's leadership, we have developed a plan that will help Nova Scotia capitalize on a growing sector of our economy.

Tourism is the perfect industry for our times. It promotes our great province and our way of life, thriving on both tradition and innovation. It promotes a healthy lifestyle, the natural world, history, physical fitness, cultural appreciation and having fun.

We in Nova Scotia have also discovered that tourism stimulates the economy. Last year, tourism revenues were more than $1.25 billion. That money fuels our economy in so many ways, supporting our restaurants and shops, our B&Bs and hotels, our gas stations and our cultural institutions. That revenue translates into jobs for about 36,000 Nova Scotians. The industry also generates taxes that help pay for essential government programs and services.



We all know how vital tourist dollars are, and all of us have to work together to make sure the industry continues to grow and your businesses continue to prosper. That's the thinking behind the many partnership opportunities you'll find in the following pages. Strong, innovative partnerships can bring immediate benefits, and a thorough, long-term strategy will lead to a windfall for the entire province. Already, more than half the spending on tourism is in rural areas of the province.

Together, government and industry must work more closely than ever before developing and executing a tourism strategy that is wise, carefully planned, and embraced. The Tourism Partnership Council is currently leading the development of such a strategy and we look forward to its results.

All of this work speaks to a growing spirit of co-operation, innovation and entrepreneurship. Together, let's seize the opportunities before us and build a model of success for others to follow.

Sincerely,

Rodney MacDonald

Rodney MacDonald
Minister, Department of Tourism and Culture

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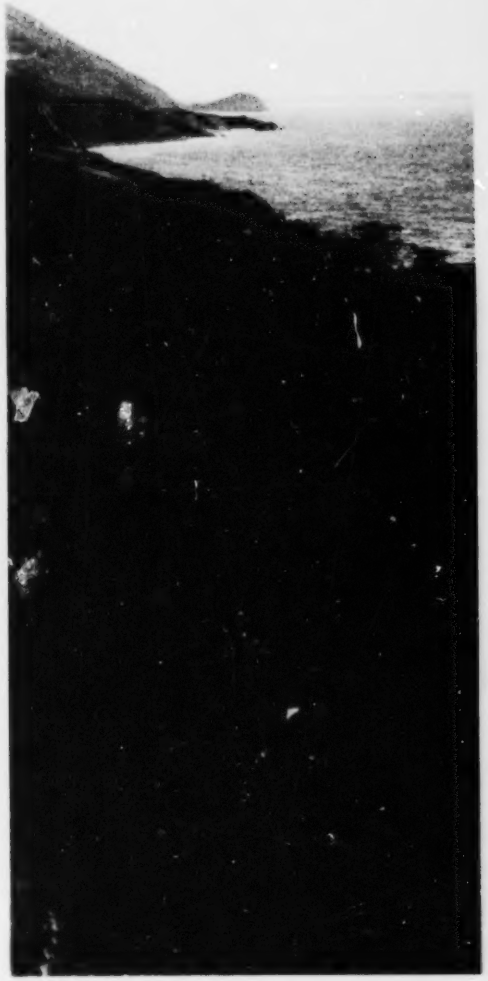


Look for your handy pull-out Advertising Opportunities Order Form in the center of this book.

An Introduction

Dear Tourism Partner:

On behalf of the Nova Scotia Tourism Partnership Council, I am pleased to provide the 2001 Partnership Opportunities Book. Included in this book is an overview of our marketing activities planned for 2001, as well as descriptions of programs and services to build Nova Scotia's tourism industry and your tourism business.

This 2001 Partnership Opportunities Book has been developed under the auspices of the Tourism Partnership Council, by an industry-government team committed to ensuring tourism continues to grow in Nova Scotia.

In 1999, our industry experienced record growth. And, while overall industry growth will not likely exceed last year's record achievements, we have strong indications that results specific to our marketing programs we're very positive. While the final results are not available yet, the number of potential customers who requested information about Nova Scotia as a result of direct-to-consumer marketing was up by over 30% as of the end of September.

Last year, a commitment was made to lever results from the Internet. With new seasonal content on our web site, **exploreNS.com** and an integrated marketing approach that drove traffic to our web site, the Internet continues to be our fastest growing communication channel with our customers. We are now in the process of integrating Check In's on-line reservation capability into our internet marketing efforts.

Based on our previous experiences with direct mail, we relied heavily on this medium in 2000, with continued success in generating interest in our destination. We increased use of point-of-sale displays in strategic locations to ensure customers received more information about our tourism products more easily. There are now 48 information kiosks throughout the province, half of which are open year round.

We pursued opportunities in the non-peak season more aggressively in 2000. Together with our industry partners, Nova Scotia mounted the "Mid-Winter Blitz" in Atlantic Canada - a program that integrated Internet and direct marketing with winter product. The program generated more than a million dollars of incremental revenue for tourism businesses during a traditionally slow part of the year. Look for even more opportunities to grow your business in the shoulder and winter seasons with the 2001 partnership programs.

Our 2001 marketing plan continues to build on the successes and knowledge gained from the Council's two previous annual marketing plans. With your participation, we will increase our efforts to build a twelve-month season.

We will continue to evolve successful relationships with the travel trade to optimize marketing efforts in long-haul markets. We will also invest further efforts in Internet marketing, selling our destination to the rapidly increasing audience who choose to find out about Nova Scotia online.

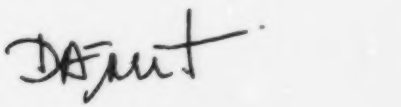
Over the next twelve months, we will strategically use the power of partnership to deliver the Nova Scotia message to some of the biggest and most affluent travel markets in the world. This year's programs provide cost-effective ways to reach your potential customers in Atlantic Canada (including Nova Scotia),Quebec, Ontario, the northeastern United States and Europe (United Kingdom, Germany, Scandinavia and Iceland). We will also selectively pursue marketing opportunities in Western Canada, the South-Atlantic and Mid-Western states.

In addition to these geographic markets, look for new low-cost opportunities to promote your packages in non-peak periods and to niche markets, such as outdoor and nature, golf, meetings, conventions and incentive travel, and group touring.

I encourage you to become a part of the 2001 Marketing Plan by participating in an advertising partnership program in key markets or a destination marketing accord with your Regional Tourism Association. There are several other opportunities you may wish to explore - familiarization tours, travel shows and support for product development initiatives.

Please take this time to review the markets and products highlighted within this book and see how your business can benefit from participation in this multi-million dollar program. Contact names and phone numbers are included next to each partnership opportunity. With these partnerships, we can work collectively and co-operatively to grow the industry, ensure sustainability and improve the quality of life for all Nova Scotians.

Sincerely,



Doug Fawthrop
Chair, Tourism Partnership Council

MARKETING PLAN OVERVIEW

CALLING ALL PARTNERS!

The idea of partnership is not new to the tourism industry in Nova Scotia. We believe that successful partnerships are based on common visions and shared goals. As an industry, we've been working together for years, pooling our resources to grow tourism in our province for the mutual benefit of individual businesses and all Nova Scotians.

In recent years we've also come to recognize that joint planning and decision making are truly the hallmarks of a great partnership. In Nova Scotia, private-public co-operation is built into our tourism programming from the start. The strategies, plans and programs referred to in this document are presented under the auspices of the Nova Scotia Tourism Partnership Council (TPC), a private-public partnership of industry and government representatives.

The base of shared planning and input is much wider than the council itself. The TPC is supported by committees and task forces comprised of additional industry operators and government representatives who develop plans and programming for the Council. In 2000, the base of consultation was broadened further with a series of open industry input sessions throughout the province, and in-depth meetings with opinion leaders and tourism sector associations. These consultations covered a range of critical issues related to our developing long-term strategy, product development and marketing issues, including the content of this publication.

As important as consultation is, the value of partnership is even greater than simply giving everyone their say. We believe in partnership first and foremost because it means informed decision making and more resources to do the job. The result? Effective partnerships create a better bottom line for individual businesses and a growing economy for the people of Nova Scotia.

In the following pages, you will read about our assessment of how the tourism industry's performance is shaping up for the year 2000, the overall strategic basis for our marketing programs, what this year's objectives are, which specific market opportunities we will be pursuing and how you can buy into our programs.

YEAR 2000 IN THE REAR VIEW MIRROR

After four straight years of solid increases in visitation and receipts, including a record-breaking growth rate in 1999, Nova Scotia's tourism industry experienced mixed results in 2000. On one hand, there is plenty of evidence that our marketing programs generated very positive returns. At the same time, despite our success at the marketing program level, this was not enough to reverse what was apparently a soft year for the industry throughout much of Canada.

Year-end tourism industry indicators are not available at the time of this writing, but let's take a look at how things were shaping up, as of the end of September. Remember, overall industry indicators include all types of travel, such as regular business travel, visiting friends and relatives and other miscellaneous categories, not just the travelers targeted by our marketing programs.

OVERALL INDUSTRY INDICATORS

Non-Resident Visitation

Non-resident visitation is one of our most important indicators of overall tourism industry performance in Nova Scotia. It does not indicate directly how much money is spent, nor does it address the amount of travel activity generated by Nova Scotians traveling in their own province. Compared to 1999 as of September 30, 2000, total non-resident visitation was down 2%, with RV traffic down 8%, motorcoaches down 9%, and overall automobile traffic down 2%. Looking across our most important markets:

Road traffic only:

- Atlantic Canada was up by 1%
- Quebec was down by 6%
- Ontario was down by 2%
- New England was down by 12%

As of August 31, 2000, visitation by air from all markets was up 1%. Included in this statistic is Europe air visitaton, which was down 20%.

Accommodation Activity

Another important indicator of overall industry performance is accommodation activity, including the number of room-nights sold and the occupancy rate. Unlike traffic data, these results do reflect the impact of Nova Scotians traveling in their own province, but do not include people who are staying with friends and relatives. From January to August, accommodation activity shows a decrease of 1%, in terms of total room-nights sold. This was accompanied by an average occupancy rate five percentage points below last year. On the plus side, this drop in utilization may be at least partially offset by a higher average room rate.

MARKETING PLAN OVERVIEW (CONTINUED)

MARKETING PROGRAM RESULTS

Overall, Nova Scotia experienced a 31 % increase in requests for information (or "inquiries") that we can trace directly to our advertising efforts. We care about this particular statistic because annual program evaluations (known as "conversion studies") show that a good proportion of the potential customers that request the Doers and Dreamers guide or other information are then motivated to visit Nova Scotia. So, inquiries "convert" into visits, which means revenues for tourism operators.

Interest generated by advertising
Overall results as of October 16, are very positive for our marketing programs, but the results do vary significantly by market:

- Atlantic Canada inquiries are down 5%
- Ontario inquiries are up 24%
- Quebec inquiries are up 87%
- New England/Mid-Atlantic inquiries are up 33%

Marketing Success Stories
As far as individual marketing programs are concerned we have some great successes to report:

- Continued heavy use of direct marketing with a repeat performance of last year's significant increases in tourism literature requests.
- Seasonality initiatives: a successful Mid-Winter Blitz Campaign, Spring Vacation Ideas Book, Fall Vacation Ideas Book, direct mail partnership with Prince of Fundy and Bay Ferries, as well as fall direct mail partnerships with Royal Airlines and ECBC.
- Successful East Coast Music Awards campaign with partners Oland Specialty Brewing Company (a.k.a. Keith's) generated close to 20,000 inquiries.
- Generated new partnership activities, including our Nova Scotia/New Brunswick Bay of Fundy Campaign.
- Leveraged Atlantic Canada Tourism Partnership dollars and private sector partnership dollars to promote the Nova Scotia brand in the Maine market.
- Increased use of in-province point-of-sale kiosks, of which approximately half are now open year-round.
- Launch of Bras d'Or service between Halifax and Sydney by VIA Rail Canada.

To recap, with the visitation currently below last year's level, it is unlikely that 2000 will eclipse the record setting $1.256 billion in overall tourism industry revenues set last year. The bottom line - given the previous growth trend, 1999 is proving to be a tough act to follow! That said, we had some great successes in areas of the industry that we can most directly influence. Now, let's take a look at what lies ahead.

This document is mostly about marketing partnerships. But marketing is only one part of growing our industry. That's why programs have to flow from a higher level vision of how to strategically grow the tourism industry in Nova Scotia.

THE BIG PICTURE: A RENEWED TOURISM STRATEGY

This higher level vision comes from the developing long-term strategy for our tourism industry, now nearing completion. While this document is not yet finalized, one of its primary characteristics is that it is a market-driven strategy. That means the tourism strategy focuses on meeting customer needs through combining marketing, product development, and other elements into an integrated approach.

The new tourism strategy names a total of six strategic objectives in three levels of priority. Starting with the highest, they are:

Level 1 priorities:
- Growing revenues from the touring market.
- Enhancing quality.

Level 2 priority:
- Building a twelve-month season.

Level 3 priorities:
- Improving transportation access.
- Improving the business environment for tourism.
- Developing viable niche markets.

MARKETING PROGRAMS FOR 2001

This Years Model
The Nova Scotia Tourism Partnership Council will build on the successes and knowledge gained from the 2000 Marketing Plan, continuously improving the best of existing programming with some shifts in emphasis for 2001:

More Internet
2000 was the year we gained the capability to handle Check-Ins reservations on-line. While this capability is still very new, it represents a landmark in our ability to bring e-commerce to our already successful internet marketing efforts. The internet continues to be our fastest growing communications medium with customers. We will continue to improve our on-line presence by making more seasonal content available on our web site, driving traffic to the site through cross marketing with other media and improving the ease of navigation with changes to the site's structure. Elements of our internet programming appear throughout our various marketing programs.

MARKETING PLAN OVERVIEW (CONTINUED)

More Seasonality
Seasonality is included in the long-term tourism strategy as a strategic objective, and is a major component of this year's marketing plans. With some new marketing experience under our belts with 2000's Mid-Winter Blitz, we will place increasing emphasis on the winter season with a more rounded campaign approach, while continuing to commit resources to season extension in the spring and fall shoulder seasons. Read more on this in the following sections.

Travel Trade
Nova Scotia has worked closely with the travel trade for many years. The travel trade channel is a complex and ever-evolving business environment which seems to defy simple definition and cookie-cutter approaches to marketing partnerships. That's why we created flexible programming to work hand-in-hand with trade partners who can maximize the benefit for Nova Scotia on a sustainable basis. Working with the trade allows us to access customers who are looking for travel packages, speciality "niche" experiences, or those who are more comfortable using a travel agent to plan their vacation, because they are unfamiliar with us.

In 2001, in addition to our work with tour operators, wholesalers and travel agents, we will also introduce a training and certification program that helps our operators understand the needs of this marketing channel.

MEASURABLE OBJECTIVES: WHAT WE'RE AIMING FOR IN 2001

We are targeting the following performance levels for our 2001 tourism marketing plan:

- Support a five percent growth in tourism industry receipts over 2000's performance.
- Grow tourism business year round with a ten percent increase in the total number of room-nights sold in fixed-roof accommodations for the November through April period.
- Increase Nova Scotia's share of mind in select markets - Atlantic Canada, Quebec and Ontario.

Now look at how we plan to achieve these objectives.

TOURING AND GENERAL DESTINATION MARKETS

Our biggest target markets continue to be what we loosely call the "general touring" markets, which we identify by geographical regions. These include visitors who tour around the province, and those who come to a destination area and want to experience the wide variety of things to do and see that Nova Scotia offers.

Core and Developing Markets
We refer to these markets as either core markets or developing markets. Core markets are where we are well established with sizable numbers of visitors, (in most cases) some measurable level of consumer awareness and the expectation that money spent on marketing will have a positive return on investment within the same year. Our core markets include Atlantic Canada, Ontario, Quebec and the Northeastern United States. Our expectations are longer-term in our developing markets, which include Europe, Western Canada and the South Atlantic States.

Travel Trade vs. Direct to Consumer
In broad terms, we take two parallel routes to sell to our customers: we communicate directly with consumers, and concurrently work through the travel trade. The travel trade is a distribution and marketing channel that includes the tour operators, tour wholesalers, travel agents and transportation carriers who are often the intermediaries between us and our customers.

In a given market, where consumer awareness of Nova Scotia is low and there are significant logical, transportation and/or cultural barriers, we place more emphasis on the travel trade as a marketing channel. For example, in Nova Scotia we place very little emphasis on marketing to travel agents. In Ontario and the Northeastern United States, where just one fifth of our customers use the travel trade, we employ some travel trade marketing. In Europe, where a large proportion of our customers buy packages or buy through travel agents, most of our marketing efforts concentrate on the travel trade distribution channel.

Our target markets' demographics and marketing activities in our general touring and destination markets are summarized on the following pages.

Marketing Plan Overview (Continued)

ATLANTIC CANADA, INCLUDING NOVA SCOTIA

Why: 52 percent of non-resident visitation (NB, PEI, Nfld.), and 4 million trips by Nova Scotians within the province each year, high awareness/repeat visitation, close proximity, best market for season extension

Target: Family/couples, age 25+, high school/university grads, income $25,000+, primarily traveling by auto

Products: Touring, history, culture, outdoor and nature, urban, golf

Activities: Advertising (TV, direct mail, on-line), literature (French and English), in-province promotions, programs for season extension partnership opportunities including Destination Marketing Accords, Spring, Summer, Fall, and Winter Vacation Ideas Books, Festivals and Events Guide

ONTARIO

Why: 19 percent of non-resident visitation, somewhat familiar with Nova Scotia, repeat visitation

Target: Couples, age 35-64, high school/university grads, income $50,000+, primarily traveling by auto

Products: Touring, history, culture, outdoor and nature, golf

Activities: Travel shows, advertising (TV, magazine, newspaper, direct mail, on-line), literature, familiarization tours, editorial, partnership opportunities including Toronto Star newspaper impact sections, editorial, public relations

QUEBEC

Why: 5 percent of non-resident overall visitation, great potential, close proximity, big increase in marketing results in 1999

Target: Couples/family, age 35-54, high school/university grads, income $50,000+, primarily traveling by auto

Products: Touring, history, culture, outdoor and nature, golf

Activities: Advertising (magazine, newspaper, direct mail, on-line), travel shows, "du réve à L'adventure" French-language travel guide, partnership opportunities including "Ici, on parle francais", Summer Holidays Shows, editorial, public relations

NORTHEASTERN STATES (NEW ENGLAND, MAINE AND THE MID-ATLANTIC STATES)

Why: 9 percent of non-resident visitation, largest US market for Nova Scotia, growing economy, strong strategic partnerships

Target: Couples/some families, age 45+, university grads/professionals, income $50,000+, primarily traveling by auto and ferry

Products: Touring, history, culture, outdoor and nature, golf

Activities: Advertising (TV, magazine, newspaper, direct mail, on-line) sales/travel shows, familiarization tours, literature, partnership opportunities including Yankee Magazine and Boston Globe newspaper impact sections, editorial, public relations, specific promotions

Marketing Plan Overview (Continued)

EUROPE

Why: 3 percent of non-resident visitation, big spenders with potential for substantial increases in visitation, strong air accord partnerships

Target: Primarily United Kingdom, Germany, Scandinavia, and Iceland, mature travelers (younger in United Kingdom), affluent, seeking adventure/nature

Products: Outdoor and nature, touring, shopping (Iceland)

Activities: Primarily through partnerships with Canadian Tourism Commission and Atlantic Canada Tourism Partnership, familiarization tours, travel shows, literature (German and French), advertising (print advertising and German and French language on-line) editorial, public relations

WESTERN CANADA, THE SOUTH-ATLANTIC AND MID-WESTERN STATES

Why: To take advantage of market opportunities with other partners

Activities: Joint marketing efforts with key partners, on-line advertising

NICHE MARKETS

While most of our visitors are looking for a variety of things to see and do, some customers are motivated to travel to pursue a specific interest. We believe that some of these "vertical market" customers can be attracted to Nova Scotia to experience products in which we have a particular strength. For that reason, the Tourism Strategy has identified strategic objectives related to "niche market" opportunities which are addressed in the 2001 Marketing Plan:

Golf
With the explosion of interest in golf and an increasing number of high-quality courses (including Highlands Links, the number one rated course in Canada) we see golf as an exciting opportunity for our industry. Not only will we attract niche market customers traveling specifically to golf, but we will also support a growing demand from the touring customer who chooses to play the occasional game along with other activities.

We will approach this market primarily in partnership with Golf Nova Scotia and support it with a golf fulfillment piece, trade show participation and additional advertising support to build awareness and interest.

Outdoor and Nature
Our approach to the outdoor and nature market is similar in principle to the golf niche market. We will publish an outdoor and nature fulfillment piece in partnership with the Nova Scotia Adventure Tourism Association. In addition, we will provide additional advertising support to build awareness and interest.

Meetings Conventions & Incentive Travel (MC&IT)
The national and international MC&IT market is a demanding one, with specific needs such as large meeting space, complete business support services, year-round amenities and near-by air access. While a relatively select group of large operators choose to pursue this market, many others throughout the province benefit, since a significant proportion of MC&IT visitors extend their stays for pleasure travel. Much of the activity directed at this market includes trade show participation, direct sales, bid preparation and coordination. Our approach to this market will continue to be primarily through our arms-length partnership with Meet Halifax.

Marketing Plan Overview (Continued)

Group Touring
Group touring is the final niche product area identified in the tourism Strategy. In reality, group touring is not really a niche at all, since the experience is comprised of a fairly general range of experiences. In 2000, we began research to assess the level of interest among tourism operators in this market. While the results appear to be mixed, we will continue to support marketing activity in this area, with trade shows and partnership activities under our Tour Operators Accord programs.

SEASONALITY: BUILDING A TWELVE MONTH SEASON

"Seasonality" is the pronounced seasonal pattern in business activity that characterizes our tourism industry in Nova Scotia (and most other destinations as well!). Filling more of our under utilized capacity in the shoulder and winter seasons is so important to the overall growth of our industry that it is identified as one of the main strategic objectives in the forthcoming Tourism Strategy and is one of the most important thrusts of our 2001 marketing plan.

We believe that success in growing our non-peak season business will only come with a combined effort of industry and government working hard not only to market Nova Scotia as a twelve month destination, but to develop market ready product for this market.

Speaking of markets, what markets do we believe offer the best opportunities for growing non-peak season business?

Spring and Fall
For the spring and fall, or "shoulder" seasons, our products and markets are not all that different from our summer offering. However, we will represent the Nova Scotia vacation experience in a way that makes the target audience (more skewed to couples not traveling with children) think about us as a potential destination in those times of year. In 2001, we will target Atlantic Canada, Ontario, Quebec and the Northeastern United States with various combinations of print and TV advertising, direct mail, seasonal literature and internet support.

Winter
For winter product, most of our effort will be in Atlantic Canada, where much of the product focus will be on activities which are not dependent on a reliable supply of snow. Our approach will be at two levels: shift customers' general mindset about making Nova Scotia a winter destination, while simultaneously providing them with concrete ideas about what to see and do through retail information. That means partnerships with tourism operators that have the right product for winter will be a critical factor in achieving success.

In 2001, we will build on last year's successful Mid-Winter Blitz program with a more rounded campaign approach to growing tourism in the winter months. We will develop a winter get-away ideas booklet with partner coupons for use as a magazine insert. The winter book will also be included with regional winter tourism publications in a winter getaway fulfillment kit. We will feature special seasonal content on our web site. TV advertising spots, radio and direct mail will generate requests for the kit.

Marketing Plan Overview (Continued)

MAXIMIZE YOUR BOTTOM LINE!

On the pages to follow, you'll find cost-effective ways to reach your potential customers in Atlantic Canada (including Nova Scotia), Quebec, Ontario, Northeastern US States and Europe (United Kingdom, Germany, Scandinavia, and Iceland). In addition, we offer selective marketing opportunities in Western Canada, the South-Atlantic and Mid-Western states.

You may also wish to pursue our new low-cost opportunities to promote your packages during non-peak periods and to niche markets, such as outdoor and nature, golf, meetings, conventions and incentive travel, and group touring.

Contact the Department of Tourism and Culture's Marketing Division or the Nova Scotia Tourism Partnership Council for more information on programs:

Marketing Division
Tourism and Culture
P.O. Box 456
Halifax, Nova Scotia
B3J 2R5

Phone: (902) 424-2680
Fax: (902) 424-2668
Email: lmurphy@gov.ns.ca

The Nova Scotia Tourism Partnership Council
World Trade and Convention Centre, Suite 603
1800 Argyle Street,
Halifax, Nova Scotia
B3J 3N8

Phone: (902) 424-0048
Fax: (902) 424-0723
http://www.nstpc.com

ATLANTIC CANADA PARTNERSHIP OPPORTUNITIES

ADVERTISING OFFER

Name	Description	Insertion Dates	Deadlines	Cost
2001 Festivals and Events Guide	The 2001 Festivals and Events Guide will be 32 pages with a print run of 100,000 copies for broad circulation within the province at VICs, museums, accommodations and other tourism-related operations, as well as point-of-sale kiosks. Ads available to festivals and events only with the exception of cover positions. Also available as electronic fulfillment on-line.	March 1, 2001	**Booking:** January 15, 2001 **Material:** January 15, 2001	**Back Cover:** $2,000 **Inside Back:** $1,000 **Full Page:** $500 **Half Page:** $250
Winter Ideas Book	This program offers partners the opportunity to deliver their retail message via a coupon to our regional audience early in the season. This will be supported by other media. This customized full colour book will be distributed via the January/February issue of Saltscapes (40,000), inserted with Saltscapes into select community newspapers (40,000) and direct mailed to 54,000 names from our Check-In database.	January 15, 2001	**Booking:** November 17, 2000 **Material:** November 17, 2000	$100.00 per coupon **Material should include your offer, copy of your logo on disk, maximum of 60 words of copy plus headline.*

NOTES

- *Prices are based on four colour film*
- *There is no separate rate for packages - operators can include them in their ads if they want*
- *Costs for production of advertising material are not included*
- *All costs are in Canadian dollars*
- *Costs may be subject to change*
- ***Prices include HST.***

For more information contact:
Autumn Heinz (902) 424-4153, E-mail: heinzea@gov.ns.ca

Atlantic Canada Partnership Opportunities (Continued)

ADVERTISING OFFER

Name	Description	Insertion Dates	Deadlines	Cost
Spring, Summer, Fall Ideas Books	These customized 4-colour publications will be distributed to 325,000 targeted households in Nova Scotia, New Brunswick and Prince Edward Island with additional copies distributed through VICs and kiosks. These publications allow advertisers to provide strong coverage in our region to entice the audience to call for more information about a vacation in Nova Scotia.	**Spring:** March 2001	**Booking:** December 14, 2000 **Material:** January 19, 2001	$100.00 per coupon
		Summer: May 2001	**Booking:** February 16, 2001 **Material:** March 2, 2001	$100.00 per coupon
		Fall: August 2001	**Booking:** May 11, 2001 **Material:** June 1, 2001	$100.00 per coupon

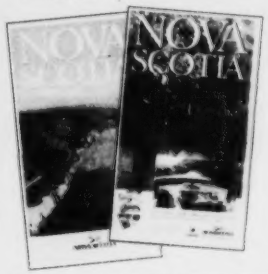
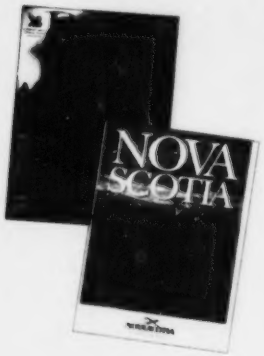
NOTES:

- *Prices are based on four colour film.*
- *There is no separate rate for packages - operators can include them in their ads if they want.*
- *Costs for production of advertising material are not included.*
- *All costs are in Canadian dollars.*
- *Costs may be subject to change.*
- ***Prices include HST.***

For more information contact:
Autumn Heinz (902) 424-4153, E-mail: heinzea@gov.ns.ca

ONTARIO PARTNERSHIP OPPORTUNITIES

ADVERTISING OFFER

Name	Description	Insertion Dates	Deadlines	Cost
Toronto Star 	The Toronto Star is the #1 newspaper in Canada with a circulation of 691,000. This year's section will feature editorial content combined with advertising designed to entice the audience to call for more information about a vacation in Nova Scotia. This year's spring section will be over-run and inserted into the Montreal Gazette. For further information please see Montreal Gazette under Quebec Partnership Opportunities. (see page 16)	**Spring:** April 14, 2001 (Includes Montreal Gazette)	**Booking:** January 5, 2001 **Material:** February 2, 2001	**Full Page:** $9,660.00 **Half Page:** $4,830.00 **Quarter Page:** $2,415.00
		Fall: August 18, 2001 (Toronto Star only)	**Booking:** May 18, 2001 **Material:** June 15, 2001	**Full Page:** $8,694.00 **Half Page:** $4,347.00 **Quarter Page:** $2,173.50
Reader's Digest  *(Eastern Canada Edition)*	Reader's Digest was very successful for the Partnership Program in 2000 delivering over 4,000 inquiries. Reader's Digest has the largest circulation of any magazine in Canada, both nationally and in Eastern Canada. Advertising and editorial content will be presented in an enticing manner to the magazine audience of 568,429 to stimulate calls to Nova Scotia's toll-free line for vacation information.	April 2001	**Booking:** December 8, 2000 **Material:** January 5, 2001	**Full Page:** $2,875.00 **Half Page:** $1,725.00

NOTES

- *Prices listed are less than 50 percent of the actual media cost.*
- *Prices are based on four colour film.*
- *Costs for production of advertising material are not included.*
- *Prior to submitting film, ad layout needs to be provided for approval.*
- *All costs are in Canadian dollars.*
- *Costs may be subject to change.*
- ***Prices include HST.***

For more information contact: Jason Riley, Corporate Communications Limited (902) 493-3246, E-mail: jriley.ccl@cclgroup.ca

Ontario Partnership Opportunities (Continued)

TRAVEL SHOW

Program	Description	Who Should Attend	Cost
Ontario Motorcoach Association Annual Convention Niagara Falls, ON October 28 - 31, 2001	Motorcoach tour operators primarily from Ontario, meeting in one-on-one pre-scheduled appointments.	Accommodations, attractions/events, receptive operators, Destination Marketing Organizations	Approximately $500 registration fee

For more information contact: Michele Bourgeois (902) 424-5037, E-mail: mbourgeo@gov.ns.ca

NOTES:

- *In addition to the registration fee, costs for accommodations and travel are additional except where specified.*
- *All costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- ***Prices include HST.***

QUEBEC PARTNERSHIP OPPORTUNITIES

ADVERTISING OFFER

Name	Description	Insertion Dates	Deadlines	Cost
Sélection du Reader's Digest	Sélection du Reader's Digest was introduced to the partnership program in 2000 and delivered over 4,000 inquiries to Nova Scotia. Its continuation in the partnership program gives you, the industry, a chance to deliver your message to one of our best new markets. With a circulation over 250,000, Sélection delivers very strong coverage of Nova Scotia's core French market in Quebec and New Brunswick with added coverage across the rest of Canada.	April, 2001	**Booking:** December 8, 2000 **Material:** January 5, 2001	**Full Page:** $1,207.50 **Half Page:** $632.50
Montreal La Presse & Le Journal	New to the partnership program for 2001 is a combined impact section in two major French daily newspapers in Montreal, La Presse and Le Journal. A single impact section will be inserted into the two newspapers with a combined circulation of 613,198. Advertising and editorial content will be presented in an enticing manner to stimulate calls to Nova Scotia's toll-free line for vacation information.	**Spring:** April 7, 2001	**Booking:** January 5, 2001 **Material:** February 2, 2001	**Full Page:** $8,050 **Half Page:** $4,025 **Quarter Page:** $2,012.50

NOTES

- *Prices listed are less than 50 percent of the actual media cost*
- *Prices are based on four colour film*
- *Costs for production of advertising material are not included*
- *Prior to submitting film, ad layout needs to be provided for approval.*
- *All costs are in Canadian dollars*
- *Costs may be subject to change*
- ***Prices include HST.***

For more information contact: Jason Riley, Corporate Communications Limited (902) 493-3246, E-mail: jriley.ccl@cclgroup.ca

QUEBEC PARTNERSHIP OPPORTUNITIES (CONTINUED)

ADVERTISING OFFER

Name	Description	Insertion Dates	Deadlines	Cost
Montreal Gazette	Although new to the partnership program for 2001, the Montreal Gazette was a part of Nova Scotia's core program in 2000 with great success. The Gazette, Montreal's English daily newspaper, has a circulation of 181,556. A combined impact section for the Spring only will be inserted into both the Montreal Gazette and the Toronto Star. For further information please see Toronto Star under 'Ontario Partnership Opportunities'. (See page 13).	**Spring:** April 14, 2001	**Booking:** January 5, 2001 **Material:** February 2, 2001	**Full Page:** $9,660.00 **Half Page:** $4,830.00 **Quarter Page:** $2,415.00

NOTES:

- *Prices listed are less than 50 percent of the actual media cost.*
- *Prices are based on four colour film.*
- *Costs for production of advertising material are not included.*
- *Prior to submitting film, ad layout needs to be provided for approval.*
- *All costs are in Canadian dollars.*
- *Costs may be subject to change.*
- ***Prices include HST.***

For more information contact: Jason Riley, Corporate Communications Limited (902) 493-3246, E-mail: jriley.ccl@cclgroup.ca

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2002
Du Rêve À L'aventure
French Travel Guide

Du rêve à l'aventure is the fulfillment for all consumer inquiries generated by the internet and advertising campaigns in Francophone Canada, principally Quebec. A 275 page complete trip planner closely parallels the ***Doers and Dreamers Guide*** to fulfill inquiries from Quebec as well as inquiries for the French-language literature from NB, NS and elsewhere. Increased print run of 80,000 copies. A great opportunity to enter this new market for Nova Scotia.	March, 2002	**Booking:** July 31, 2001 **Material:** October 31, 2001	**Back Cover:** $5,000 **Inside Back:** $3,000 **Full Page:** $2,000 **Half Page:** $1,000 **Quarter Page:** $500

For more information contact: Colleen Abdullah (902) 424-4709, E-mail cabdulla@gov.ns.ca

QUEBEC PARTNERSHIP OPPORTUNITIES (CONTINUED)

TRAVEL SHOWS AND SPECIAL PROMOTIONS

Program	Description	Who Should Attend	Cost
Le Salon National du Grande Air (The National Great Outdoors Shows) Quebec City, PQ, February 24 - 27, 2001 Montreal, PQ, September 25, 2001	Largest outdoor show in Canada.	Receptive tour operators, Destination Marketing Organizations. Industry participants should speak French.	Approximately $1,000 per show
Salon Vacances et Loisirs d'été (Summer Holidays Shows) Montreal, PQ, March 30 - April 1, 2001 NEW	In co-operation with Via Rail, a block of 11 booths are being made available for Nova Scotia industry operators to participate in a special Nova Scotia promotion at this major consumer holiday show.	Receptive tour operators, accommodations, attraction/events, Destination Marketing Organizations. It is required that industry participants are registered in the ICI, on parle francais program and the provision of collateral in French is necessary.	TBD
Salon Vacances et Loisirs d'été (Summer Holidays Shows) Quebec City, PQ, April 27 - 29, 2001	One of the largest consumer holiday shows in Quebec.	Receptive tour operators, accommodations, attraction/events, Destination Marketing Organizations. It is required that industry participants are registered in the ICI, on parle francais program and the provision of collateral in French is necessary.	TBD

For more information contact: Cindy Wade (902) 424-4676, E-mail: cwade@gov.ns.ca

VISITOR INFORMATION

Name	Description	Eligibility	Cost
Ici, on parle français	The initiative promotes enhanced customer service through the identification and promotion of tourism-related businesses that provide French service to Francophone visitors.	Tourism-related businesses must meet the following eligibility requirements: A minimum of one fully bilingual staff person in each front-line area during all hours of operation who is capable of providing all aspects of the service in the respective area. Participant(s) must be able to speak fluently in French.	Free. Following the submission of an application, and subsequent approval process, operators meeting the eligibility criteria will receive a membership kit, at no cost, including lapel pins, tent cards and door de_als.

For more information contact: Bob Book (902) 424-3141, E-mail: bookbe@gov.ns.ca

NOTES

- *In addition to the registration fee, costs for accommodations and travel are additional.*
- *Costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- ***Prices include HST.***

NORTHEASTERN US (NEW ENGLAND/MID-ATLANTIC) PARTNERSHIP OPPORTUNITIES

ADVERTISING OFFER

Name	Description	Insertion Dates	Deadlines	Cost
Boston Globe	The Greater Boston area continues to be a key market for Nova Scotia. The number one daily newspaper in the area is the Boston Globe. The Boston Globe impact section will be circulated to 400,000 subscribers with a household income of $50,000+. Nova Scotia will be featured prominently.	**Spring:** April 8, 2001 **Fall:** August 12, 2001	**Booking:** January 5, 2001 **Material:** February 2, 2001 **Booking:** May 18, 2001 **Material:** June 16, 2001	**Full Page:** $8,625.00 **Half Page:** $4,312.50 **Quarter Page:** $2,156.25 **Full Page:** $8,625.00 **Half Page:** $4,312.50 **Quarter Page:** $2,156.25
Yankee Magazine	Yankee has a long history of producing strong response rates for Nova Scotia. The 2000 campaign delivered over 4,000 inquiries to Nova Scotia's toll free line. Yankee's audience of upscale, well-educated readers fit Nova Scotia's target and responds strongly to direct response offers. Nova Scotia will be running a special section featuring advertising and editorial content presented in a highly visible and attractive manner to a circulation of 700,625.	**Spring:** April 2001	**Booking:** December 8, 2000 **Material:** January 5, 2001	**Full Page:** $8,050.00 **Half Page:** $4,025.00 **Quarter Page:** $2,012.50

NOTES:

- *Prices listed are less than 50 percent of the actual media cost.*
- *Prices are based on four colour film.*
- *Costs for production of advertising material are not included.*
- *Prior to submitting film, ad layout needs to be provided for approval.*
- *All costs are in Canadian dollars.*
- *Costs may be subject to change.*
- ***Prices include HST.***

For more information contact: Jason Riley, Corporate Communications Limited (902) 493-3246, E-mail: jriley.ccl@cclgroup.ca

NORTHEASTERN US (NEW ENGLAND/MID-ATLANTIC) PARTNERSHIP OPPORTUNITIES (CONTINUED)

TRAVEL SHOWS AND SPECIAL PROMOTIONS

Name	Description	Eligibility	Cost	Date
Pro-Motion! New England, Mid-Atlantic	Travel Agent outreach and education series. Sponsored by Atlantic Canada Tourism Program.	Attractions, accommodations, DMO's, receptive tour operators.	(TBD)	March 2001

For more information contact: Cindy Wade (902) 424-4676, E-mail: cwade@gov.ns.ca

VISITOR INFORMATION

Name	Description	Eligibility	Cost	Date
Fair & Friendly Exchange Program	The Fair & Friendly Exchange Program is a tangible way to show our US visitors that we appreciate the worth of a dollar – and their valuable business. To participate in the program, the participant guarantees to provide an exchange rate within five percent of the current bank rate and display the Fair & Friendly material in a prominent location where it is recognizable to the visitor.	The more than 400 current participants in the program include accommodation operators, museums, retail gasoline dealers and other tourism related services. By becoming a participant in the program you receive a kit consisting of: a clear window decal and counter decal, a rate card to help you calculate the exchange rate and a point-of-purchase wheel to display the day's rate. In addition, a copy of the F&F logo can be provided to you for use on you web site or promotional brochures. Fair & Friendly is a year round program recognized in the Doers and Dreamers Travel Guide.	Free	Year Round

For more information contact: Tourism Nova Scotia (902) 424-3282

EUROPE PARTNERSHIP OPPORTUNITIES

TRAVEL SHOWS

Program	Description	Who Should Attend	Cost
Mid-Atlantic Seminars February 8 - 11, 2001 Reykjavik, Iceland	Opportunity for North American suppliers to give seminars and meet one-on-one with tour operators, travel agents and media for Scandanavia and United Kingdom.	Accommodations, major attraction/events, receptive tour operators, Destination Marketing Organizations.	Approximately $2,000 for registration fee, includes air, accommodation, special events.
Spotlight Canada Spring, 2002 London, England	Tour operators/media from the United Kingdom meeting in one-on-one, pre-scheduled appointments. Participation is in partnership with ACTP.	Accommodations, attraction/events, receptive operators, Destination Marketing Organizations.	Approximately $2,250 registration fee.

For more information contact: Cindy Wade (902) 424-4676, E-mail: cwade@gov.ns.ca

NOTES:

- *Other trade shows in the US and European markets have been identified as excellent opportunities for the industry to promote its products. Nova Scotia, through air accords with Canada 3000, Icelandair, Air Canada and Air Nova, will be involved over the next year in a number of activities including sales missions, trade shows and special promotions which have yet to be determined. For more information on these opportunities, please contact Minto Stewart at (902) 424-4646, E-mail: mstewart@gov.ns.ca.*
- *In addition to the registration fee, costs for accommodations and travel are additional except where specified.*
- *All costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- ***Prices include HST.***

NICHE MARKET OPPORTUNITIES

MEETINGS, CONVENTIONS, AND INCENTIVE TRAVEL

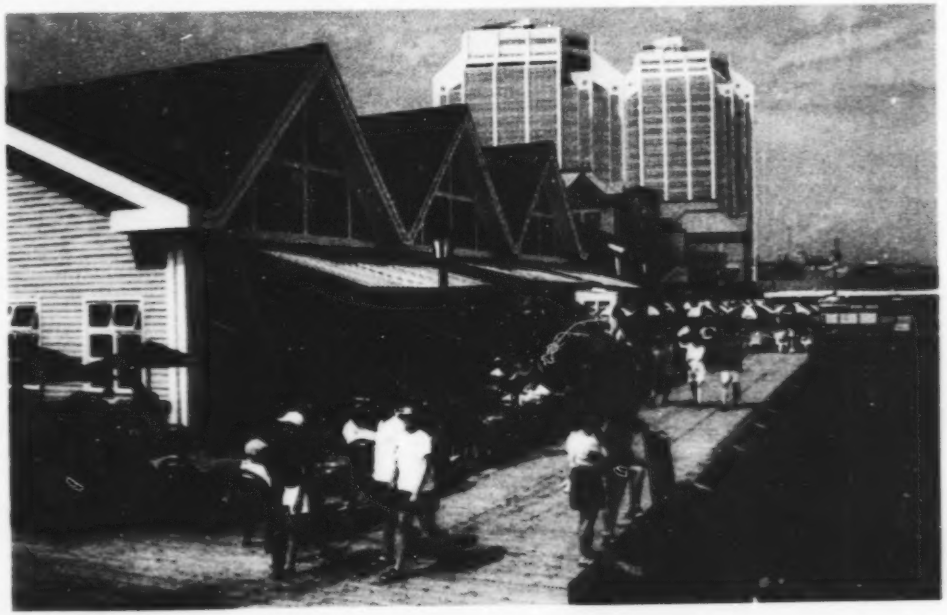
These programs are presented in co-operation with the Greater Halifax Conventions and Meetings Bureau

Program	Description
Tête à Tête Trade Show Ottawa, ON February 21, 2001	This is an annual show targeting the Ottawa market and hosted by CSAE and MPI Ottawa chapters. Because of the large number of meeting planners in the area, attendance is high and the cost of participation is low. "Tête à Tête" remains a valuable marketplace for Bureau member participation.

For more information contact: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca

Toronto Winter Marketplace Toronto, ON February 22, 2001	For several years the Greater Halifax Conventions and Meetings Bureau has hosted a client function in Toronto with good member support and positive results. Toronto is the strongest corporate city in Canada and hence the strongest market for corporate and incentive business to Halifax. In February 2000, we added key association contacts to the invitation list and will include them in the 2001 event as well.

For more information contact: Cathy Pugh (902) 429-4687, E-mail: cpugh@halifaxmeet.ns.ca or: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca



NICHE MARKET OPPORTUNITIES (CONTINUED)

MEETINGS, CONVENTIONS, AND INCENTIVE TRAVEL

These programs are presented in co-operation with the Greater Halifax Conventions and Meetings Bureau

Program	Description
Showcase Chicago Chicago, IL March, 2001	As with the other Showcase Canada events, this opportunity allows us to sell Halifax to planners who already have an awareness of our destination, but who require further information to bolster their existing knowledge and enthusiasm. Chicago has the second-largest association community in the US, next to Washington, DC, including the highest number of medical/healthcare associations. 75 percent of the associations headquartered in Chicago are national in scope. As well, many large association management companies, such as Smith Bucklin & Bostrom are situated there.
For more information contact: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca	
Showcase Atlanta Atlanta, GA May 1, 2001	CTC - Atlanta's territory consists of Alabama, North Florida (including Orlando, Jacksonville, Tallahassee and Pensacola), Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Puerto Rico, USA - Virgin Islands and the Meetings and Incentive Travel market in Florida. This Atlantic region, as detailed above, is home to 42 Fortune 500 Manufacturing and 50 Fortune 500 service companies, including their nation's largest, United Parcel Service. As well, Coca-Cola, George Pacific, Equifax, American Express, Wachovia, Home Depot and Nations Bank are all headquartered in the territory. The Southeast territory has a number of well-known incentive and travel companies, which are consistent producers of programs to Canada. Included in the list are US Motivations, Carlson Marketing, Timco Travel, Maritz, Mayer Motivations, X-Ceed Motivations and Age of Travel and Design International.
TRAILblazers Montreal, Quebec July 26 - 30, 2001	"TRAILblazers" is hosted by a number of countries, which have united to market to incentive customers based in the USA. The partners include Britain, Denmark, Fiji, New Zealand and Canada. Increased interest in our destinations can be attributed to the GHC&MB's participation in the Atlanta and New York marketplaces, and the ongoing efforts of the CTC salespeople in other major incentive markets. US buyers are moving away from the Caribbean and sunbelt locations, and are turning to Canada, and in turn Halifax, as a new and unique alternative destination. We participate jointly in this show with Nova Scotia Tourism & Culture - Marketing Division.
For more information contact: Cathy Pugh (902) 429-4687, E-mail: cpugh@halifaxmeet.ns.ca	

NICHE MARKET OPPORTUNITIES (CONTINUED)

MEETINGS, CONVENTIONS, AND INCENTIVE TRAVEL

These programs are presented in co-operation with the Greater Halifax Conventions and Meetings Bureau

Program	Description
GWSAE - Springtime in the Park Washington, DC June 1, 2001	This event draws approximately 3000 US meeting planners and approximately 1000 hospitality suppliers that exhibit annually here at the largest regional association-based trade show in the US. It is hoped that Bureau (and member) presence will add to the momentum started several years ago by the World Trade and Convention Centre in this important Washington Association market (note: direct flights to Washington began with Air Canada in October, 1999).
Familiarization (FAM) "Product Testing" Tour June, 2001	The Bureau coordinates one or two "FAM", or Product Testing Tours, annually. These are targeted toward prospects in many market segments, ranging from those with tentative group business "on the books" to US prospects which are "market development" in scope. We attract between 10-15 meeting planners/association executives who, over the course of three days, participate in educational activities, hotel site inspections, and social functions. The FAM trips are generally "destination sell" in nature. Member participants are given full meeting specifications (including contact information), enabling them to follow up with suppliers directly after the event.
CSAE Annual Convention Calgary, Alta July 28 - 30, 2001	This annual convention allows an opportunity to promote Halifax at an event which is high profile for all Canadian Association clients and prospects; 600 delegates attended the 2000 event. Approximately 70% of our M&C group business currently derives from this market segment.

For more information contact: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca

Canadian Meeting and Incentive Travel Show Toronto August 22, 2001	The biggest corporate meeting and incentive show in Canada, this event presents Bureau members with an excellent opportunity to access customers in a trade show environment. Corporate clients see the show as an opportunity to catch up on new and unique venues and to meet and network with suppliers.
Executive Travel and Corporate Meeting Planner Ottawa September, 2001	Corporate travel activity in Canada has evolved into a booming $13 billion industry. This one-day Trade Show "Ottawa Lunchtime Trade Show," runs from 11 AM until 2:30 PM (with lunch served on the show floor) targeting this "growing, high-yield, corporate and association travel marketplace on a regional level". It provides a great opportunity for travel suppliers to network directly with the corporate and association buyers.

For more information contact: Catherine Porter (902) 422-2161, E-mail:cporter@halifaxmeet.ns.ca

NICHE MARKET OPPORTUNITIES (CONTINUED)

MEETINGS, CONVENTIONS, AND INCENTIVE TRAVEL

These programs are presented in co-operation with the Greater Halifax Conventions and Meetings Bureau

Program	Description
Affordable Meetings Chicago, IL April 4 -5, 2001	Affordable Meetings is a regional exposition and conference presented by the Hospitality Sales and Marketing Association International. The event brings together qualified meeting planners for educational opportunities while allowing a mix of industry suppliers in the trade show to facilitate business and networking. It was originally created to showcase smaller and/or "second tier" destinations. Reports indicate that approximately 2001 planners from 42 states, Canada, and Puerto Rico attend this meeting. 50 percent of attendees plan in excess of 9 meetings per year within the association, corporate, government and education markets.
Ottawa Client Promotion Ottawa, ON October 2001	The Bureau has a four-year tradition of hosting association and government customers in the Ottawa market along with industry partners. This promotion is a great opportunity for our Bureau members to meet with customers who have definite group business booked in Halifax but who have not yet selected their suppliers. It is also an opportunity for representatives from Greater Halifax hotels to "woo" both former customers and new potential clients.

For more information contact: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca

Executive Travel and Corporate Meeting Planner Montreal, PQ September, 2001	Corporate travel activity in Canada has evolved into a booming $13 billion industry. This one-day trade show runs from 11 AM until 2:30 PM (with lunch served on the show floor) and targets this "growing, high-yield, corporate and association travel marketplace on a regional level". It provides a great opportunity for travel suppliers to network directly with the corporate and association buyers.
IT&ME Chicago, IL October, 2001	Incentive Travel and Meetings Expo is the largest show of its kind in North America and offers Nova Scotia and Halifax an opportunity to partner with the Canadian Tourism Commission and other well-known Canadian destinations. The show attracts decision makers, corporate meeting planners and incentive houses from all over the US and Canada. The IT&ME show is important for representatives of lesser-known destinations who are vying for some additional profile for their region. The Canada Stand offers a great venue for meeting planners who are considering Canada, or who are already Canadian customers at other destinations. The Bureau has traditionally partnered with Nova Scotia and Newfoundland and Labrador in an effort to reduce the cost of participation.

For more information contact: Cathy Pugh (902) 429-4687, E-mail: cpugh@halifaxmeet.ns.ca

NICHE MARKET OPPORTUNITIES (CONTINUED)

MEETINGS, CONVENTIONS, AND INCENTIVE TRAVEL

These programs are presented in co-operation with the Greater Halifax Conventions and Meetings Bureau

Program	Description
Showcase New York New York City, NY April, 2001	The 1999 & 2000 New York Showcases were busy! Over 400 invitations were sent to association executives, meeting planners, and incentive houses in the New York, New Jersey and Connecticut regions by the CTC. Meeting planners from this region are familiar with our destination, but require more information about existing air access and recognized affiliated companies with offices in Greater Halifax. Through attendance at this event, we are better able to showcase the products and services of Greater Halifax and keep Canada visible, while building relationships and tapping into the growing American Meetings market.
For more information contact: Cathy Pugh (902) 429-4687, E-mail: cpugh@halifaxmeet.ns.ca	
Showcase Canada Events	The Canadian Tourism Commission has developed a series of major US market encounters. Showcase Canada attracts association executives, meeting planners and incentive houses anxious to meet Canadian industry partners. Showcase Canada offers the Bureau (and participating members) an opportunity to make one-on-one contact with major American travel planners responsible for group business. This reinforces Halifax's position as a prime responsible for group business, and as a prime business travel destination to pre-disposed and pre-qualified US customers.
For more information contact: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca or Cathy Pugh (902) 429-4687, E-mail: cpugh@halifaxmeet.ns.ca	

NICHE MARKET OPPORTUNITIES (CONTINUED)

GOLF - FULFILLMENT OFFER

Program	Description	Insertion Dates	Deadlines	Cost
Nova Scotia Golf Travel Guide	A full colour publication produced in co-operation with Golf Nova Scotia. 110,000 copies of this publication will be distributed as fulfillment through Check-In Nova Scotia and at major golf trade and consumer shows.	January, 2001	**Booking:** November 19, 2000 **Material:** November 24, 2000	**Back Cover:** $5,000 **Inside Cover:** $4,000 **Full Page:** $3,000 **Half Page:** $1,900 **Quarter Page:** $1,100

For more information contact: Holiday Talk Publications Inc., 1800 Argyle St., Suite 802, Halifax, NS, B3J 3N8, Tel: (902) 425-8255, Fax: (902) 425-8118

GOLF - TRAVEL SHOWS

Program	Description	Who Should Attend	Cost
Toronto Golf & Travel Show Toronto, ON March 1 - 4, 2001	Major Canadian golf consumer show with exhibitor mix of destinations, resorts, golf clubs and courses, golf manufacturers. Attracts golfers who travel.	Nova Scotia will have a booth in co-operation with Golf Nova Scotia, for both shows	Additional booth approximately $1,725
Montreal Golf & Travel Show Montreal, PQ March 9 - 10, 2001	Major consumer golf show in Quebec with exhibitor mix of destinations, resorts, golf clubs and courses, golf manufacturers. Attracts golfers who travel.	Accommodations with golf packages, destinations with golf product, golf clubs and courses.	Additional booth approximately $1,625

For more information contact: Bob Book (902) 424-3141, E-mail: bookbe@gov.ns.ca

NOTES:

- *In addition to the registration fee, costs for accommodations and travel are additional except where specified.*
- *All costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- ***Prices include HST.***

Niche Market Opportunities (Continued)

OUTDOOR & NATURE - FULFILLMENT OFFER

Program	Description	Insertion Dates	Deadlines	Cost
Nova Scotia Complete Guide for Nature & Outdoor Lovers 2001 	The Nova Scotia Complete Guide for Nature & Outdoor Lovers is a publication developed in co-operation with the Nova Scotia Adventure Tourism Association. 80,000 copies of this 32 page publication will be produced for distribution by members of the Nova Scotia Adventure Tourism Association, as fulfillment to inquiries about outdoor and nature in Nova Scotia, to all provincial VIC's, and as part of the in - province promotion program. The Day Activity Program is designed to present a wide variety of outdoor and/or nature day experiences available to the visitor while in Nova Scotia. The program is open to all outdoor operators although priority will be given to members of the Adventure Tourism Association.	February, 2001	Booking & Material: December 4, 2000	Listing: $100.00 per adventure Outside Back Cover: $3,000

OUTDOOR & NATURE - TRADE SHOWS

Program	Description	Who should attend	Cost
Florida RV Supershow Tampa, Florida January 16 - 21, 2001	The largest in the US, this is a consumer RV show. Attendance in 2000 was over 45,000.	Nova Scotia will have a booth in co-operation with the Campground Owners Association (COANS).	$850 US or $1,275 Cdn. per additional booth plus travel expenses

For more information contact: Cary Murray (902) 424-4170, E-mail: murrayc@gov.ns.ca

Notes:
- *Conditions and criteria apply.*
- *Operations must supply a colour photo.*
- *All day activities will be formatted by the Marketing Division.*

ALL MARKETS

DESTINATION MARKETING PROGRAM

Markets	Description	Timing	Cost
Atlantic Canada, Quebec, Ontario, New England and Mid-Atlantic States	Destinations within the province of Nova Scotia are encouraged to develop unique marketing programs which will highlight particular regional strengths while at the same time support the overall marketing efforts of the Province for 2001. The program will prioritize proposals which include a seasonality component. Proposals submitted must be destination oriented, include a minimum of 50 percent private sector financial support, and not include other provincial government funds. All proposals must include a marketing plan which includes quantifiable objectives and a plan for evaluation.	April 1, 2001 - March 31, 2002	Designed for use by regions of the province. Maximum 50 percent cost sharing.

For more information contact: Pat Lynch (902) 424-4678, E-mail: plynch@gov.ns.ca

REGIONAL TOURISM ASSOCIATION MARKETING PROGRAMS

Markets	Description	Timing	Cost
Regional	Regional Tourism Associations offer several marketing programs in which industry can participate at the local level including the following; production of literature (Regional Guides); FAM tours; participation in consumer shows (i.e. Flavour 2001); and special regional promotions. Deadlines and programs vary by regional association. See contacts below.	(TBD)	(TBD)

For more information and a complete listing of Regional Tourism Association opportunities contact your local tourism association as follows;

Antigonish-Eastern Shore Tourist Association - 889-2362;
Central Nova Tourist Association - 893-8782;
Evangeline Trail Tourism Association - 681-1648;
Pictou County Tourist Association - 755-5180;
South Shore Tourism Association - 624-6466;
Tourism Cape Breton - 563-4636;
Halifax Regional Municipality, Tourism, Culture and Heritage - 490-5948;
Yarmouth County Tourist Association - 742-5355.

ALL MARKETS

MARKETING PROGRAMS

Markets	Description
Canadian Tourism Commission (CTC)	The Canadian Tourism Commission has several marketing programs in which the industry can participate, in addition to those offered by Nova Scotia Tourism. The CTC offers co-operative marketing and product development opportunities in the following areas: Domestic Rediscover Canada Program CTC Product Club Program US Leisure Touring/General Fulfillment US Leisure Adventure - Joint US & Canada US Leisure Cities & Resorts Getaways

For more information and a complete listing of these opportunities for 2001, please contact:

Domestic Canada
Mark Schwilden
Tel 613-952-8405
Fax 613-954-3989
Email schwilden.mark@ic.gc.ca

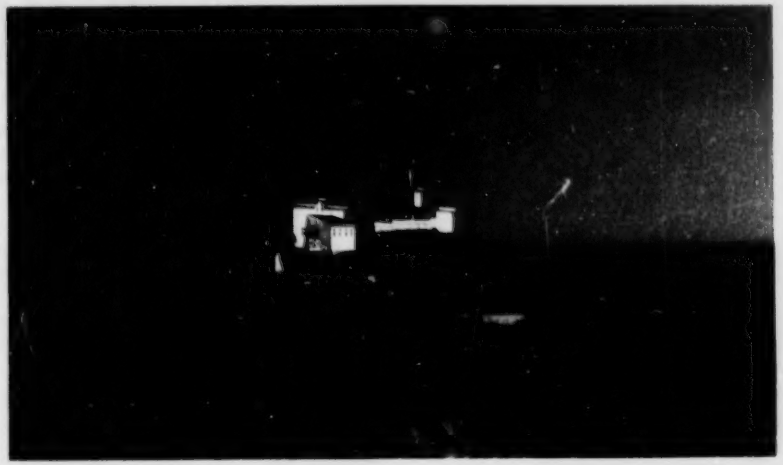
US Leisure
Sharon Cardiff
Tel 613-954-3988
Fax 613-952-7906
Email cardiff.sharon@ic.gc.ca

ALL MARKETS

ON-LINE MARKETING

Name	Description	Timing	Cost
Website Reciprocal Link Program	ExploreNS.com is the official Tourism website of the province of Nova Scotia to surf Canada's Seacoast. Partners can benefit in two ways from our on-line marketing: 1) Listings included in the Doers and Dreamers Guide will automatically be included or updated in Explore Nova Scotia's user-searchable database or on other pages in the site. 2) Links can be established to other Nova Scotia tourism-related sites that specifically promote Nova Scotia as a vacation destination.	Year round	Links to properties listed in the Doers and Dreamers Guide are provided at **no charge.** **Reciprocal links** back to "explore NS.com" are required from the partners' own web sites. All information must be kept current. Other conditions may apply. Links may be removed without notice at any time.

For more information contact: Vickie Siscoe (902) 424-2682, E-mail: explore@gov.ns.ca
Or submit your link request online at exploreNS.com - see "submit link"



ALL MARKETS

TOUR OPERATOR PROGRAM

Program	Description	Who Should Participate	Cost
Tour Operator Partnership Program (Travel Trade Program) A program available to Tour Operators based only on submitted proposals.	To partner in the marketing of packaged products in our markets.	Tour Operators	Funding level is varied.

For more information contact: Cindy Wade (902) 424-4676, E-mail: cwade@gov.ns.ca

ALL MARKETS

TRAVEL SHOWS

Program	Description	Who Should Attend	Cost
National Tour Association (NTA) Annual Convention Houston TX November 9-14, 2001	North American tour operators meeting in one-on-one pre-scheduled appointments.	Accommodations, attractions/events, receptive operators, Destination Marketing Organizations	Approximately $1,500 registration fee
American Bus Association (ABA) Kissimmee, FL February 1-7, 2002	Motorcoach owners from North America (predominantly USA) meeting in one-on-one pre-scheduled appointments.	Accommodations, attraction/events, receptive operators, Destination Marketing Organizations	Approximately $1,500 registration fee
Travel Trade Exchange NS TBD	Group Leaders from Canada and US interested in Atlantic Canadian products, meeting at an educational exchange.	Accommodations, attractions/events, receptive operators, Destination Marketing Organizations	TBD

For more information contact: Michele Bourgeois (902) 424-5037, E-mail: mbourgeo@gov.ns.ca

NOTES:

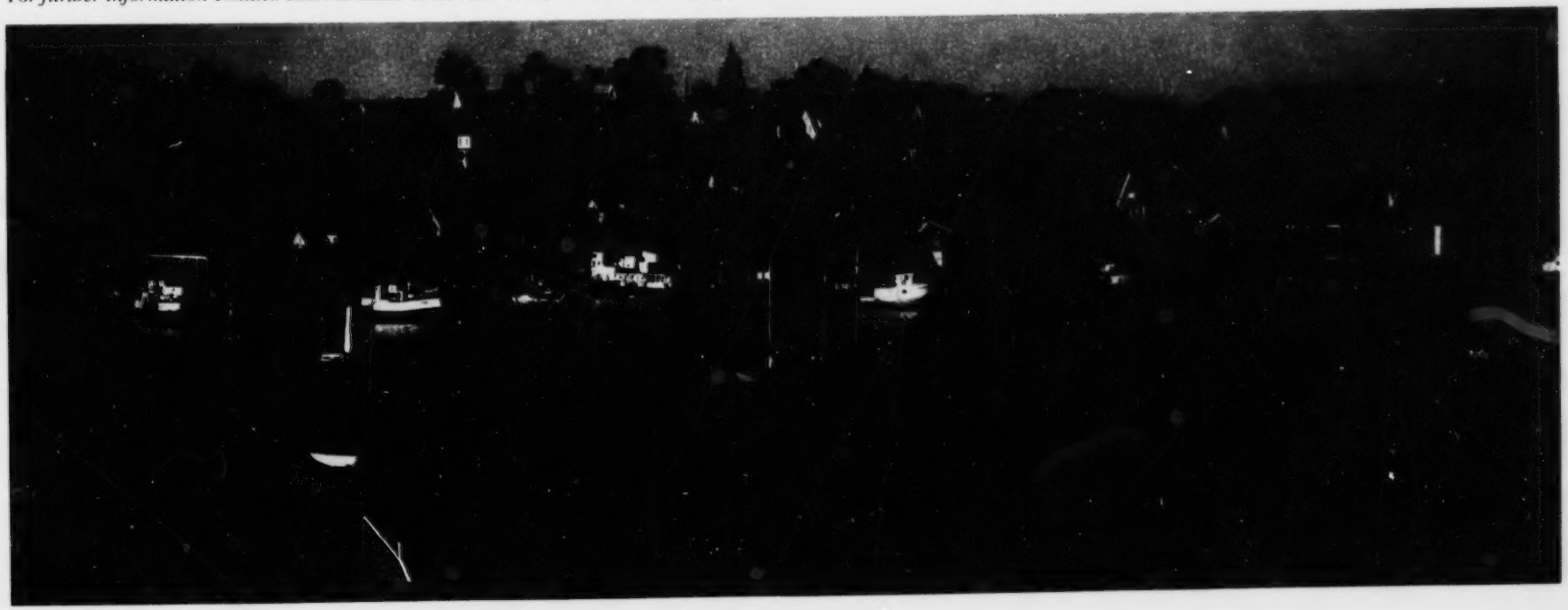
- *Other trade shows in the US and European markets have been identified as excellent opportunities for the industry to promote its products. Nova Scotia, through air accords with Canada 3000, Icelandair, Air Canada and Air Nova, will be involved over the next year in a number of activities including sales missions, trade shows and special promotions which have yet to be determined. For more information on these opportunities, please contact Minto Stewart at (902) 424-4646, E-mail: mstewart@gov.ns.ca.*
- *In addition to the registration fee, costs for accommodations and travel are additional except where specified.*
- *All costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- ***Prices include HST.***

ALL MARKETS

TRAVEL COUNSELOR PRODUCT KNOWLEDGE TOURS

Location	Benefits	Cost
Each spring regional tours are conducted for approximately 250 travel counselors working in over 80 provincially and locally operated visitor information centres. These tours are part of an annual training program designed to enhance the travel counselor's knowledge of Nova Scotia's tourism project. Tours are 2-3 days in length and carry approximately 40 participants each.	Promote your product to a network of travel counselors from across Nova Scotia and in Maine who talk to more than 1 million visitors annually. Visitors counselled by these trained professionals spend approximately 11 percent more in the region than those who are not. Experiencing your product first hand greatly increases travel counselors' knowledge of your area and your product thereby enabling them to transfer this information to our visitors.	In kind contribution or reduced costs.

For further information contact: Lisa MacIsaac (902) 424-2788, E-mail: lmacisaa@gov.ns.ca



ALL MARKETS

FAMILIARIZATION (FAM) PROGRAM

Name	Description	Eligibility	Cost
Media Familiarization Program Year-round (Excluding high season)	To promote Nova Scotia's tourism product through television/film, radio, newspaper or magazines by writers, photojournalists and editors of niche publications. Media FAMs last anywhere from several days to two weeks and may involve individuals or small groups.	1) Accommodation must have full private bath, 2) Complimentary or reduced rates, 3) Business within the program will be contacted depending on the type of Travel Media Tour that is touring at the time. 4) The involvement of an establishment/ attraction participating in the Media FAM Tour Partnership Program will enhance the awareness and expose their business throughout North America and Europe.	In-kind contribution of your product or service.
For more information contact: Randy Brooks (902) 424-4171, E-mail: rbrooks@gov.ns.ca			
Travel Trade Familiarization Program Year-round (Excluding high season)	Educate travel agents, reservation agents, travel counselors, tour operators, wholesalers, and group leaders to be a highly effective sales force for your product/service by allowing them to experience it first-hand. Build knowledge and enthusiasm for your product in this important distribution channel.		In-kind contribution of your product or service.
For more information contact: Cindy Wade (902) 424-4676, E-mail: cwade@gov.ns.ca			

ALL MARKETS

FULFILLMENT OFFER

Program	Description	Insertion Dates	Deadlines	Cost
2002 Doers and Dreamers English Travel Guide 	The Doers and Dreamers Complete Travel Guide is the signature information piece. The guide will be distributed to 750,000 potential visitors as fulfillment to inquiries resulting from advertising campaigns in all Anglophone markets, at travel shows, through VICs,embassies and travel agents.	January, 2002	**Booking:** July 31, 2001 **Material:** August 31, 2001	**Back Cover:** $19,000 **Inside Back:** $15,000 **Full Page:** $10,000 **Half Page:** $5,500 **Quarter Page:** $2,900 **Single Column X 2":** $1,225
2001 Scenic Travelways Map	The Scenic Travelways Map is produced and distributed to all VICs and kiosks, and is used in fulfillment.	March, 2001	**Booking:** November 30, 2000 **Material:** January 12, 2001	Two advertising sponsorships available at $20,000 each
2001 Touring Pocket Map	The Touring Pocket Map is a smaller version of the Scenic Travelways Map. This piece is distributed to regional CAA offices, car rental agencies.	March 1, 2001	**Booking:** December 31, 2000 **Material:** January 14, 2001	Business Card. $500 20 advertising spaces available

For more information contact: Colleen Abdullah (902) 424-4709, E-mail cabdulla@gov.ns.ca

NOTES:
- *Costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- ***Prices include HST***

ALL MARKETS

VISITOR INFORMATION CENTRE (VIC) / CHECK IN INFORMATION

Name	Location	Benefits	Cost
Literature VIC Distribution	Distribution of tourism brochures to provincial and municipal Visitor Information Centres. Brochures will be displayed on rotational basis.	Over 1 million visitors enter the over 80 Visitor Information Centres throughout the province. Brochures are displayed in the centres by region and/or activity.	Operator is responsible for delivery to Distribution Centre.
For more information contact: Brian Marriott (902) 424-4544, E-mail: marriotb@gov.ns.ca			
Nova Scotia Check In Information and Reservation Service	Information and reservation service available to potential visitors via toll free service, fax, internet or provincial Visitor Information Centre.	Information and rates may be updated regularly to remain current. Both reservation and information may be used in pre-planning stage and while in province. Operator only pays for service when revenue is generated through actual booking.	Information service free to both operators and visitors. Operators are charged 10 percent commission for reservations made through the system.
For more information contact: Jennifer Roma (902) 453-8675, E-mail: jroma.corporatel@cclgroup.ca			
Open Door Program	Program enables operators to promote their product to Visitor Information Centre front-line staff who sell it to the visitor. Participating operators offer some form of discount or added value. Front line staff must present their card identifying them as Open Door Program members in order to receive the discount or added value.	Operators promote their product to approximately 700 front line staff at Visitor Information Centres, Check In, Provincial Parks, National Parks and Nova Scotia Museums (front-line staff can increase visitor expenditures in their regions by 11 percent).	The cost is determined by the operator who can offer reduced rates, waive admission fees, etc. All offers should be based on availability and operators may establish any criteria they wish.
For more information contact: Sharon Martin (902) 424-4686, E-mail: smartin@gov.ns.ca			
Compliments and Complaints	None	Opportunity for visitors to comment in writing on their vacation experiences in Nova Scotia, positive and negative. All visitors' comments receive a written response, while a copy of our response and the visitors' comments are forwarded directly to operators for their input and follow up. This venue plays an important role in both maintaining and improving the overall quality of customer service.	Free
For more information contact: Sharon Martin (902) 424-4686, E-mail: smartin@gov.ns.ca			

ALL MARKETS

PRODUCT DEVELOPMENT

Name	Description	Eligibility	Cost
Product Development Program	Programming is available to assist with developing the market readiness of Nova Scotia's most competitive tourism products and destinations. Assistance is available for: • tourism planning; • product interpretation and development; • destination development; and • tourism policy / research.	Eligible proponents include private sector associations, municipalities, not-for-profit community organizations and government agencies. Projects will be evaluated on how much tourism impact they are likely to have, the overall cost, how much additional funding they brought to the project and the ability of the proponent to sustain the project.	Funding levels will be based on the degree of leverage from other sources. Normally, Tourism Nova Scotia contribution will not exceed one-third of eligible costs, with the balance coming from the proponent and other sources. Total provincial and federal government assistance should not exceed two-thirds of the cost.
For more information contact: Bob Book (902) 424-3141, E-mail: bookbe@gov.ns.ca			
Tourist Attraction Signing Program	Promotes and directs visitors to key attractions and festivals through standardized signs located along controlled access portions of 100 series highways. For the purpose of this policy, an attraction is defined as, "Businesses, facilities or sites whose primary purpose is satisfying the needs of visitors from outside the immediate area for outdoor recreational, educational, scientific, environmental, natural, cultural, heritage/historical, or entertainment related activities, and where the sale of goods is of a secondary nature." Eligible attractions include: • National Parks and Historic Sites • Provincial Parks and Museums • Cultural Heritage Attractions • Natural Attractions • Themed Attractions • Outdoor Recreational Facilities • Guided Tours	In order to be eligible for tourist attraction signage, facilities must meet the following criteria: • minimum annual attendance of 10,000 visitors; • adequate parking facilities; • restroom facilities; • visitor orientation, through staff or interpretative signage; • be open to the public a minimum of 6 hours per day, 5 days per week during operating season; • in operation a minimum of 90 days during the operating season; • advertise or be listed in the Nova Scotia Travel Guide, and have promotional literature; • provide Tourism Nova Scotia with ongoing annual attendance reports.	All costs for tourist attraction signage are to be borne by the attraction operator. Signs, if approved, include two attraction signs on 100 series highway and two trail blazer signs at the end of exit ramp.
For more information contact: Bob Book (902) 424-3141, E-mail: bookbe@gov.ns.ca			

ALL MARKETS

PRODUCT DEVELOPMENT

Name	Description	Eligibility	Cost
Business Development Guides	The purpose of the business development guides is to provide information necessary for establishing, improving, and operating a tourism-related business in Nova Scotia. Presently, there are eleven (11) guides available on the following subjects: • Accommodations • Campgrounds • Restaurants • Local Sightseeing Tour Operators • Receptive Tour Operators • Visitor Information Centres • Community Tourism Planning • Attraction Development • Retail Operations • Marketing for Individual Businesses • Adventure Tourism Operators	Of interest to entrepreneurs, as well as existing businesses who want to establish a new business or improve their operations.	No charge. To obtain copies, please call (902) 424-3908.

For more information contact: Bob Book (902) 424-3141. E-mail: bookbe@gov.ns.ca

2001 Partnership Opportunities Guidelines

- Media advertising prices listed are less than 50 percent of the actual cost
- Prices are based on one insertion, 4-colour material
- All costs are quoted in Canadian dollars
- Costs may be subject to change
- HST is included in all pricing
- Costs for production of advertising material are not included
- Advertising content and claims are subject to review and approval by the Nova Scotia Department of Tourism & Culture - Marketing Division. Prior to submitting film, ad layout needs to be provided for approval
- Each order form is subject to review. Any or all applications for co-op assistance may not be accepted
- All programs are subject to cancellation at any time due to lack of sufficient participation
- No liability is assumed by Corporate Communications Limited, the Province of Nova Scotia or media for any claims made
- Advertising specifications for each program will be provided once we have received your booking
- A cheque for 50 percent of the media costs must accompany your order form
- An invoice will be issued for the remaining 50%, accompanied by samples of the creative

PAYMENT:

Payment can be remitted to:

Jason Riley
Partnership Opportunities 2001
c/o Corporate Communications Ltd.
Suite 700, 2695 Dutch Village Road
Halifax, Nova Scotia
B3L 4V2
Tel: (902) 493-3251
Fax: (902) 453-4916
E-mail: jriley.ccl@cclgroup.ca

2001 Summary of Activities